



Алматы қаласы
Цифрландыру
Басқармасы

Концепт городского супераппа



Актуальность

Суперапп — многофункциональное мобильное приложение, которое дает доступ к продуктам и сервисам цифровой экосистемы.

Examples



WeChat



AliPay



Meituan



Go-Jek



Grab



Line



KakaoTalk



Rappi



Paytm



Tata

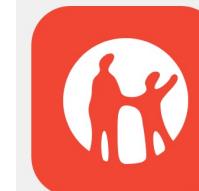


MoMo



Careem

17,7 млн абонентов сотовой связи,
имеющих доступ к интернету



Kaspi.kz

Суперприложение №1 в Казахстане



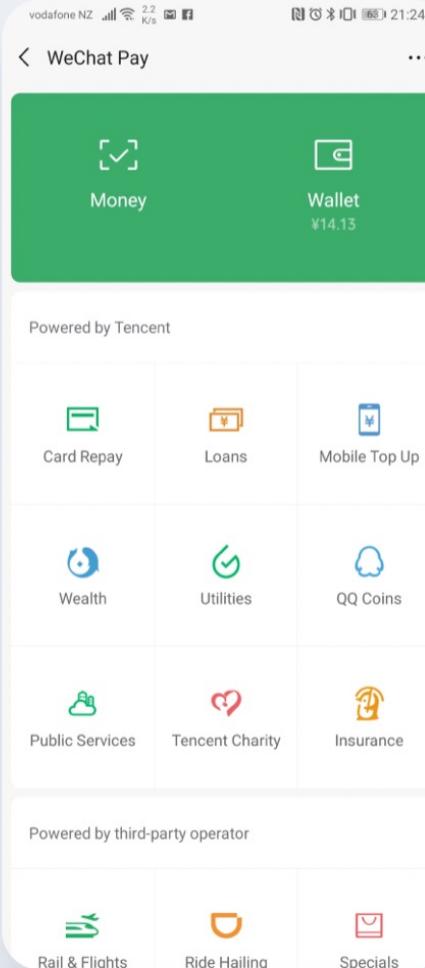
Из чего состоит суперапп

Единый ID

Для использования
во встроенных сервисах

Мини-аппы

Услуги и сервисы
от самой компании,
компаний-партнеров,
независимых
разработчиков



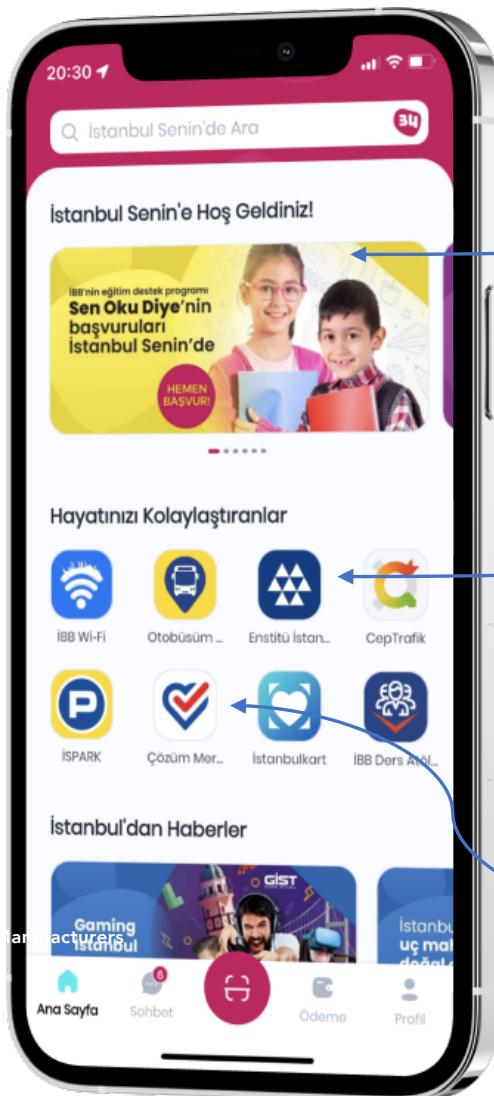
Кошелек и своя платежная система

Через них происходит
оплата товаров и услуг
внутри супераппа
и в физическом мире

Аудитория

WeChat запустили
мини-аппы в 2017,
тогда мессенджером
пользовались 800 млн
человек

Пример городского супераппа-Istanbul Senin App



Challenge 1: Municipal services are offered via subsidiaries and citizens have difficulty reaching out to these services digitally



İSTALT A.Ş.



İSTGÜVEN A.Ş.



İSPARK A.Ş.



İSTANBUL İMAR A.Ş.



AĞAÇ VE PEYZAJ A.Ş.



BELBİM A.Ş.



BELTUR A.Ş.



BİMTAŞ A.Ş.



SEHİR HATLARI A.Ş.



İSTAÇ A.Ş.



İSTON A.Ş.



İSYÖN A.Ş.



KİPTAŞ



BOĞAZICI YÖNETİM A.Ş.



İSTANBUL ENERJİ A.Ş.



HALK EKMEK A.Ş.



GÜVEN SU A.Ş.



İSPER A.Ş.



KÜLTÜR A.Ş.



MEDYA A.Ş.



METRO İSTANBUL A.Ş.



İSTANBUL ULAŞIM A.Ş.



HAMİDİYE A.Ş.



İSTTELKOM A.Ş.



İGDAS



BİMTAŞ A.Ş.



SPOR İSTANBUL A.Ş.



İYA A.Ş.



UGETAM

Hundreds of websites to be maintained and updated, tens of mobile applications with poor store ratings developed by various third party companies.

KOBIL PORTAL

The screenshot displays the Kobil Portal interface, specifically the Smart Builder section. The top navigation bar includes links for Smart Builder, Broadcast, Analytics, User Management, App Management, Report, and About. On the far right, there are Save Draft, Release App, and user profile icons.

Smart Builder Section:

- Section Arrangement:** A list of modules:
 - Specially picked... Banner Module
 - Frequently Used Set Pack Module
 - Recently Added List Pack Module
 - Top Stories News Module
- Add Module:** A blue button with a plus icon.

Preview Section:

- Preview:** Shows a mobile phone screen with a search bar and a "Specially picked for you" section featuring a red bus stop advertisement.
- Frequently Used:** Displays icons for various services: Cep Trafik, Söz Senin, Canlı Destek, Askida Fatu..., İBB WiFi, İBB TV, İGDAŞ, and İskİ.
- Recently Added:** A list of recently added items.

Store Properties Section:

- Email Address:** test@kobil.com
- Stores:**
 - App Store:** Enabled (switch is on).
 - Mobile Provision (.mobileprovision): xxx.mobileprovision
 - iOS Signing Certificate (.p12): xxx.p12
 - iOS Signing Properties (ios.properties): ios.properties
 - Play Store:** Disabled (switch is off).
 - AppGallery:** Disabled (switch is off).

KOBIL's SuperApp Framework deployed and a Management company is established



KOBIL 

- Ownership
 - Integration with subsidiaries
 - Municipal services integration support
 - Marketing of the SuperApp
 - Hardware Infrastructure
 - Hosting
 - Devops
- SuperAPP Platform Framework
 - Licence Management
 - Customizations



Customer Journey Design
Content creation
Campaign Management
API integrations
MiniApp Development
Performance Monitoring
Complaint Management
Analysis, UI-UX , Analytics
Relationship Management

Phases of the Project

Phase 1
Municipal Services Integration

Phase 2
Commercial Entities and Merchants Integration

Phase 3
Start Ups Integration

Городские сервисы Алматы



Jas Almaty



Visit Almaty



Almaty Situation
Center



Almaty Business



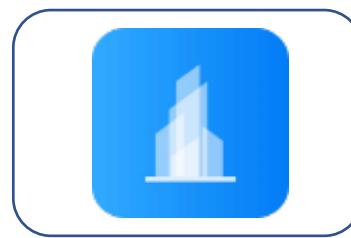
Open Almaty



Onay!



Almaty Parking



Darmen



Bilim Almaty



Damu Bala



Алматы қаласы
Цифрландыру
Басқармасы



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